

IRRIGATION PROJECT STRONGLY ENDORSED AT PUBLIC MEETING

at the Headquarters, the Supply Farm and some land in the north end of the Town. He recommended that the question should be submitted to the ratepayers at the time of the Municipal Elections.

He also explained that the properties in what is known as the Huffman Division would be exempt owing to the difficulty of preserving same.

Mr French estimated the cost at \$7520 which would mean an increase in taxation of approximately

case in taxation of approximately 5 Mills or about ten per cent but he thought that some economies might be made that would mean that taxes would not be increased materially. He advocated this as an exceptionally opportune

time in which to carry out the work when materials and labor could be obtained at possibly the lowest cost; it would give a much superior fire protection. He was convinced that a 3 inch pipe which

time time ago was quoted at \$50 per hundred feet might be secured in the Turner Valley for \$18. Furthermore it would aid in giving relief work and help many residents of the Town.

He cited the building in Calgary of a vocational school at a cost of \$50,000 and an additional building in connection with the Exhibition at a cost \$100,000 mainly projected as part of the System of Relief. He read several extracts, showing

g that business firms were growing much more optimistic regarding future business prospects. He explained that the people of Leichen were so enthused over the results that they had said that

He outlined the efforts that many citizens had made to save their trees, to find after years of toil that they had lost them owing

Mr George Quirin, another member of the Committee, estimated the cost at from \$8000 to \$8500 which would provide funds for a new pump and pressure tank.

The Mayor reported that the Canadian Legion who have had their taxes remitted each year had volunteered that they would not expect a rebate on the extra taxes that might follow the installation.

Chief McFarland stated that the telephone Co. which is now not fixed would be willing to pay a reasonable rate for this service. At the conclusion Mayor Shrimpton asked for a vote which when taken was found to be almost un-

Further details of the costs will be secured after which the same will be submitted to the Utility Board at Edmonton and if favor-

Another public meeting will be held, before submitting to the property owners at the Municipal elections.

—————:O:—————

CHEESE FACTORY

HEESE FACTORY OR HANNA DISTRICT IS BEING DISCUSSED

—:O:—

Hanna:— The Hanna Herald

ys that with a view of ascertaining the possibility of establishing cheese factory at Hanna, a group local farmers arranged a meeting the Memorial Hall, which was tended by A N Macdonald, pro-

cial daily inspector. The attendance was hardly representative says the Hanna Herald in its report of the meeting but a committee was appointed to make a survey of the locality, with a view to securing information on the num-

Mr Macdonald in addressing the meeting cautioned against going to the venture on a large scale, and expressed his opinion that real

able success might be expected if the farmers moved slowly and carefully. The proposed cheese factory could be organized, he said, under the provisions of the cityman's act of the co-operative

Continued on page four

F. O. D. E. NOTICE
—:O:—
The F O D E is again making an appeal for gifts of books and magazines, which they will distribute rural schools near and far. Will someone who has such need

person who have such reading matter to pass on kindly leave me at Hughes Motors or White Gray's Garage, before Dec. 12th.

SPORT NOTES

WILL CONNIE SELL GROVES

Winipeg—A usually well posted sport writer gives the tip-off that Connie Mack is to sell Groves. According to those on the inside the Athletics, with their championship team payroll, made every little money the past season, and the lucky southpaw is their most marketable commodity. Yankys or Cleveland would probably give a quarter of a million for his services. Even though Mack has some smart young pitchers coming along, it is difficult to believe he would let go of Groves. Such a procedure might even arouse the acid Philadelphia fans to such a pitch that they would go out and look up the ball park. Stoupe, third baseman, biggest in baseball. Look how the Cardinals tied the run on Rogers Hornsby after he had piloted the team to its first pennant in 1926. St. Louis fans threatened to boycott the Cards, but quickly changed their mind and established new idols.

A PROMISING JOCKEY

Recognize four winners home at this track to great riding by Argentine Jockey J. McLarn at the Toronto meeting. McLarn is of the opinion McLarn is the most promising apprentice seen in eastern Canada this season. He is a winning boy 17 years old, a riding at 115 pounds and his contract is held by Billy Ramsey. McLarn has been riding for three years and broke his maiden on Just Cost at Calgary last spring.

ATHLETICS BUY TWO MEN FROM PORTLAND BALL CLUB

Philadelphia—Joe Bowman, pitcher, and Edward Coleman, outfielder have been purchased from the Portland club by the Athletics. Bowman is a right-handed pitcher, Coleman is a left-handed pitcher. The Athletics have released six members of this year's promising pitching Athletics to the Portland club in the deal.

YANKS RELEASE REESE TO ST. PAUL CLUB

New York—Yankees reliever, New York Yankees utility infielder, has been released to the St. Paul club of the American association, Reese, who came to the Yanks with Lyn Lary from Oakland for \$20,000, goes to St. Paul in part payment for Jack Salinger, Saints second baseman, who is to report to the Yankers' training camp next spring.

MARINE IN AQUA CALIENTE HANDICAP

Canadian turf enthusiasts will be interested in the following announcement from the Agua Caliente Jockey Club at Baja California, Mexico. The opening salute for the \$100,000 Agua Caliente Handicap of next March 20 has been fixed with the receipt of the nomination of the great Man o' War colt Marine, "cock-of-the-walk" of the Canadian turf. Kenneth Hawes, noted Canadian sportsman, President of the Montreal Jockey Club and owner of the Mount Royal Stable, is the first horseman to send in a nomination for the third annual race. Marine is the kingpin handicapper in the Dominion by right of his record triumphs in the past three years. He will come to Agua Caliente in November, according to Harry Golding, trainer for the stable. Marine's turf achievements speak highly for his ability at distance and under crushing weights. Marine has not won most of the Eastern Canadian stakes, but twice involving Saratoga with the Duquesa colors, he captured the Miller stakes, at a mile and a quarter and the coveted Saratoga Handicap from New York's ablest performers. Marine is a son of Man o' War and Danmure 11; began his racing career with the J. E. Wilder stable. He started as a two year old winning three races and three thirds. After beginning his third year spectacularly, he was bought from Wilder by Kenneth Hawes for \$25,000. At three Marine appropriated five firsts, including the Confederation Handicap and Miller Stakes, was three times second and four times third, including a third at the Travers Stakes. Into his fourth year Marine continued his good form, winning five events, among them, King Edward Gold Cup McKean Memorial Stakes. Handicap and four second including the Whitney Stakes at Saratoga. During the past year Marine won undisputed possession of the Canadian Championship, operating the season auspiciously by defeating the McKean Memorial, \$5,000 and for the second year, he asserted his mastery in stellar style by parking 125 pounds to a magnificent triumph in the mile and six furlong Connacht Cup at Woodbine. Marine's presence at Agua Caliente this coming season lends an international flavor to the rich classic.

Given other members of the Mount Royal Stables came west with him.

ELWOOD

Stood Brose have removed building over to their No. 2 place and appear to be fixing it up to live there.

The trustees of the school put on a dance on Friday evening, the proceeds if which are to be used for a Christmas treat for the kids.

Harvey Hanson has disposed of his entire crop of potatoes, most of them going to the dried out area. The price ranged from 75c to 1.00 per bushel. The potatoes were of the Irish Cobbler variety and were grown from certified seed. Mr. Hanson had four and half acres in crop this year.

George (bang) of Glenora and George (McLean) of Hammarhill came up one afternoon last week with their dogs and caught three coyotes in a few hours in the N.W. corner of the district.

Armistice Day brought quite a gathering of hunters out after partridge. There are lots of birds this year and there was lots of ammunition burned up. We still noticed one or two left over.

At this time of the stable and summerfall is still white with snow while towards the N.W. corner of the district.

Ant Het Says: "If a woman is pretty enough to get a second husband, her first one usually leaves her insurance enough so she don't need to marry any more."

HUB

BILLIARD ROOM & BOWLING ALLEYS
Strathmore.

Tobacco and All
Smokers' Necessaries.
"The Home of Real Sport."
R. F. MUMBY, Prop.

The teacher had been trying to inculcate the principles of the gold rule and turning the other cheek.

Alister, she asked, what would you do supposing a boy struck you?

Alister: How big a boy are you supposing?

HEARD ON THE STREET

A Scotchman died at Nova Scotia the other day at the ripe old age of 111. Thirty-five years ago he was given to understand that an ordinary winter at that time would cost \$180, and that in the next ten years or so the price would come down to half that amount. He lived it out till he felt positive such notions would cost nothing.

"Could you be happy with love in a cottage?"

"If we have a good car."

"And has she made him a good wife?"

"Perhaps so, but I know she is making him a good husband."

Electrician (drone)—Having said all I'm going to say, I will return to what I was coming to when I was interrupted and repeat what I was prevented from saying.

Farmer (staring from farm station)—Please explain, do you wear false teeth?

Farmer (staring)—Oh, I don't mean to be curious. Only this road is a little rough and of your teeth ain't good and fast going, better put 'em in your pocket.

Britney to the soul of modern journalism: A budding journalist was told never to use two words where one will do. He carried out this advice in his report of a fatal accident in the following manner:

"John Jones struck a match to see if there was any gasoline in his tank. There was. Age 65."

Jackie was not quite four, but his mother's habit of deferring pleasure was wanted to enjoy immediately was inclining him to pessimism.

"When you go to the moving pictures" a caller asked one day.

"I am going on my birthday," Jackie answered. Then solemnly: "But I suppose mamma'll keep putting that off."

"I don't mind what kind of car it is," said the voice again, "as long as it is a strong car."

Little Frankie, while being dismissed by his teacher for some misdeed, said, down, leaving her standing. She reminded him that so gentlemanly should send himself off with the lady with whom he is conversing remaining standing.

"But this is a lecture," replied Frankie, "and I am the audience."

NEW FORDOR SEDAN



PICK THE WORST HILLS YOU KNOW

THE ANXIETY of the New Ford to climb hills is impressive. Here is power—so smoothly flowing as the graceful lines of the car—and "pick-up" to please the most exacting motorist. Choose your own hills and let us give you a demonstration. Phone or call.



Hughes Motors

"Fill her up," said the absent-minded clerk to the waiter as he parked himself in the restaurant with his averted eyes.

Did you call for help when he kissed you in the dark?

Silly! Herb didn't need any help.

A politician addressing a meeting declared: "It is my wish that all the party should have together."

"Here, here!" came a voice from the back of the hall.

"I don't mean in the sense you understand," went on the speaker with dignity, "but that they may hang together in concert and accord."

"I don't mind what kind of car it is," said the voice again, "as long as it is a strong car."

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MEN'S & BOY'S WINTER WEAR

Men's Sheep Coats, heavy Belford Cord and Molekin, heavily lined with good thick Sheep Skin. High Cut Collar, Knit Wrists, etc. at \$9.75

Small Boys Sheep Coats, Brown Duck, Lined, each \$3.95

Stanfield's Underwear, 2-piece or Combinations, Red Label at per suit \$3.50

Men's Fleece Combinations at \$1.35

Boys Fleece Shirts and Drawers, 25 to 32 to clear at per garment .45

Men's 2-Buckle Overshoes, Good Grade at per pair \$1.95

1-Buckle Overshoes, per pair \$1.65

Boys Winter Caps, assorted tweeds with fur or knit back, each .50

Boys "Snow Boy" All Wool Stockings in black and heather, .50 and .65

Men's Felt Shoes, pair \$1.95

Full Range of Dress and Everyday Gloves and Mitts, etc.

Thos. E. Wright

Men's Better Wear

LONG DISTANCE TELEPHONES RUNNING WATER IN EVERY ROOM PRIVATE BATHS WHEN IN CALGARY STAY AT THE

YALE HOTEL

OPPOSITE C. A. R. DEPOT

CALGARY ALBERTA

The House of Comfort, Courtesy, Cleanliness

YALE HOTEL (Calgary) LTD.

C. B. BARRELL, Manager

THE King Edward HOTEL

THE PLACE WHERE WE WANT YOU TO FEEL AT HOME

We endeavour to please and aim to give Service and Courteous Treatment

FRANK MILLER, Proprietor

Lamp Supplies

BURGESS RADIO BATTERIES

RADIO TUBES, ETC

Aladdin Lamps and Coleman Lamps.

Coleman Mantles and Generators

Aladdin Lamp Supplies

FADA RADIOS

Big Game Licenses and Ammunition

STATHMORE HARDWARE

"The Store of Quality and Service"

M. A. BELLINGER, PHONE 54

HOW MANY Sales Transactions Do You Need?

An Advertisement Addressed to Our Local Retailers

It is possible for a retailer to calculate the number of sale transactions required by his business each day, week, month, or year. Here's how the calculation can be made:

- 1 Sum up the estimated operating expenses for the year—the amounts required for rent, wages, delivery, supplies of various sorts, insurance, repairs, losses. Add also, the net profit which one should have to reward his capital and enterprise.
- 2 Divide this total by the number of working days in the year—say 305, in order to get the average daily cost of operating one's business.
- 3 Ascertain the amount of the average sales transactions. (The daily records of individual sales, over a period of a month, or so, will enable one to make this calculation)
- 4 Reckon the amount of gross profit earned on an average sales transaction—20—25—30 per cent.
- 5 Divide the total average daily expenses by the profit on an average sales transaction.

Thus one gets the number of sales transactions required daily to recover the costs of doing business.

ILLUSTRATION

Suppose that you find that your annual expense, including a desired net profit, total \$4,000, or say \$13.11 per day; that your average sales transaction is 56 cents, on which the average gross profit, at 25 per cent would be 14 cents. Then your required number of sales transactions per day would be \$13.11 divided by 14, or 94.

Now, to assure an average of 94 sales transactions per day, rain or shine, will require you to be extraordinarily diligent. In the matter of attracting customers. Your windows should be made alluring. Your service should be courteous, prompt and pleasing, so as to make customers willing "repeaters." Your range of merchandise should be good, and your prices should be competitive.

But these alone won't suffice to assure 94 sales transactions every day, on an average. You'll have to do a whole lot of inviting. Week by week your invitations to buyers ought to be published in this newspaper.

IF YOU FAIL TO ISSUE CORDIAL INVITATIONS, WEEK BY WEEK, THEN YOUR BUSINESS IS IN A STATE OF PERIL.

N. B.—The accompanying illustrative example makes it clear that a retailer can check up his progress daily. Without a daily measuring of achievement against requirement no business management can be called safe.

SAVE on your weekly food bills

Here's more nourishment at less money for you... Delicious, appetizing Syrups full of health and energy. Serve them in place of expensive desserts.

EDWARDSBURG CORN SYRUP

Let your grocer

CROWN BRAND CORN SYRUP

BENSON'S GOLDEN SYRUP

LANGDON

The Langdon Ladies Aid extended themselves by way of entertaining the large crowd who took advantage of the splendid Christmas supper held in the Langdon United Church in the evening of Wednesday, November 11th, Broom's house. Many were the compliments the ladies who were responsible received during the evening. The church was filled to capacity at all times and young and old alike certainly seemed to enjoy themselves. The program consisted of instrumental numbers, songs, and recitations by the following: Cornet solo by Mr. Strain accompanied by Mrs. Patterson, both of Calgary. Song by Mrs. E. L. Albertson, Langdon. Song by Jack Bates, Langdon. Piano solo by Miss N. Gordon, Langdon. Duet by the Messrs. Jack and Carveland. Recitation by Mrs. Wm. Moore, Langdon. Mr. and Mrs. Patterson of Calgary supplied the music during the supper, entertaining the audience with musical numbers.

NAMAKA

The play "Bitter Business" will be put on in the T. O. P. Hall, Namaka, on Tuesday, November 18th, under the auspices of the Namaka Ladies Aid. Hour 8:30. Admission 50c and 30c.

Mr. A. Brewster added a party of six, who left the beginning of the week for a two weeks vacation, north of Edmonton where they will enjoy a moose hunt.

We are glad to report. Nancy Pawkes is making a satisfactory recovery after her recent operation.

Mr. Casselman and Miss Thompson are now making preparations for the Xmas entertainment, which is always one of the notable events of the season. Date will be announced later.

Mr. and Mrs. Johnson returned on Thursday afternoon after an enjoyable holiday with friends at Charlevoix, Graham, Lethbridge and Weyburn.

On Sunday last, November 15th, the Menzies group of friends was privileged to have the following at the congregation at the No. 3 G. H. Hubert, Rev. G. J. Harder, and Mr. Wm. T. Collier, each address of the congregation at the No. 3 Park Street. The above mentioned trio is studying at the Calgary Protestant Bible Institute. They were guests at the home of Mr. and Mrs. H. H. Williams on No. 3 Farm.

The same as last year. A prize with the everybody reach, further particulars will be given out later. The sports club's ambition is to get one and all interested in good clean sport and invite all to take advantage of the Langdon open air skating rink this winter. You are all welcome.

STRATHMORE STANDARD

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A. A. MOORE, EDITOR. SEE PHONE 14
SUBSCRIPTION PRICE \$2.00 PER YEAR IN CANADA
OUTSIDE CANADA \$2.50 PER YEAR
ALL SUBSCRIPTIONS PAYABLE IN ADVANCE

CAN DROUGHT BE PREVENTED IN ALBERTA

The High River Times maintains that optimists say that dry cycles have occurred at intervals since but that the present dry cycle, which has affected parts of Alberta, Saskatchewan and Manitoba will shortly be over and everything will be all right again.

The pessimist warns that the southern part of the West is becoming a desert.

The seaker after causes and effects is trying to find out the why of these periodic droughts and soil drifting, and some method of preventing them.

T. C. Main of Winnipeg, with long experience in engineering in the West, presents the situation with possible solutions.

"As the damp winds of the Pacific travel over the mountains, they lose some moisture. After passing the summit the air falls, becoming warmer and demanding more moisture. For forty miles this demand is satisfied by large forests of evergreens. In this connection, the moisture caused from the leaves of trees is such that a forest of evergreens is equivalent to a forest of evergreens. The moisture from the leaves of trees is such that a forest of evergreens is equivalent to a forest of evergreens."

When the prairie country is reached, the air has difficulty in obtaining normal moisture content. In the old days the timber of the low prairie areas provided moisture. But now the grass is short, cropped, and the timber has been removed. The moisture from the leaves of trees is such that a forest of evergreens is equivalent to a forest of evergreens."

"Now for forty years we have been cutting down our forests with out adequate reforestation, allowing forests to be destroyed by fire without adequate protection, draining lakes and sloughs instead of creating additional water areas, and having large areas of land in the north instead of crop rotation pasturing or cutting the prairie grass so that the little amount of moisture is available from this source. All these factors directly or indirectly are responsible for drought and soil drifting."

"Ours is not the only country thus despoiled. Spain, Belgium, Arabia and China have deserts that were once productive. United States is also at fault. At home, a large lake in Saskatchewan once a bird sanctuary, was drained at the request of residents so the lake bottom might be cultivated. The cultivation has not been successful. The birds have lost a sanctuary and the country has lost ten square miles of valuable water surface. The quality of the soil is being ruined. State stockmen indicate that dry areas are once fertile areas. To some extent, the land is being ruined, but lack of feed and water for stock is more permanently serious. Then indeed land may be called a desert."

And now the cures are fairly obvious. Perhaps the most important is tree planting. Plant trees on either side of road allowances, a provincial or municipal matter. Make it worth while for settlers to plant hedgerows and trees of all sorts.

"Stop draining lakes and sloughs. Store as much runoff water as possible. For instance, there is a small lake near Hinton. A concrete dam across it would store water for use in the Red Deer and is lost. A dyke and small spillway, would create a reservoir eight feet deep and guarantee two square miles of water area for reforestation."

"Set aside all light land as forest reserves and plant with suitable trees."

"Arrange for forest fire menace with the energy and cunning used in fighting a menacing enemy."

"Arrange programs of reforestation and afforestation."

"Encourage crop rotation rather than summer fallow."

"I should like to warn citizens that the drought condition is serious, not so temporary, and it will get worse unless remedial action is taken."

The OLD HOME FLAVOR

Distinguished... and yet plain... A real old world Appetizer...

AALBORG TAFEL AKVAVIT

REGISTERED TRADE MARK

See Advertisement in Not inserted in the Alberta Record, owned, by the Government of the Province of Alberta.

FREE PUBLICITY ITEMS

Correspondents of the "Standard" are respectfully reminded that items advertising coming events, where an admission charge is made, must be paid for at card rates. It should be borne in mind that a newspaper's stock in trade is its advertising space and all such notices as mentioned come under the heading of paid advertising.

and in 1931 the well was reached a depth of 3,445 feet when the flow of brine was struck. In 1932 another gas seepage and showing of oil had been met, and the directors of the company say that 2,721 feet good showings of oil were found.

The directors after examining the discovery of brine decided to develop it, and have sent a letter, referring to the United States to a machine which is expected to be in operation by December 1st.

Officials of the company have examined the possibilities for the sale of salt in Saskatchewan, and report that Regina alone consumes six tons per day. In the province approximately 70,000 tons are used every year.

"With the production of salt in large scale, there opens another possibility, the development of the fish canning industry in the north, where no attempt has been made to operate because of the high cost of salt. Salt is so used in canneries, and with the opening of the large mineral belt in the north, directors of the company express the hope that such salt will be exported to refine the metals where they are mined.

The company plans to erect a modern salt refining plant in the north, and next spring to start an other well two miles east of the first."

The Best Is Always Advertised

The best is the cheapest because the best serves best.

The best gives a service that is superior to that of the cheap.

The best is made conscientiously to meet every test required by their users. The dealers of your town never had better stocks for you to select from than right now. They have the best that can be secured.

They have the advantage of knowing your requirements and have in stock merchandise that will meet your every need.

Their stocks have been selected with great care to give you the greatest value for your money.

YOUR LOCAL DEALERS GIVE YOU THE BEST VALUE MONEY CAN BUY. DON'T BUY ELSEWHERE.

YOU NEVER MAKE A MISTAKE WHEN BUYING AT HOME. WHY TAKE CHANCES?

LOCAL DEALERS WHO APPRECIATE YOUR BUSINESS ARE TELLING YOU THROUGH "STANDARD" ADVERTISING. COLD FACTS ABOUT WHAT THEY HAVE TO OFFER.

Read The Standard Ads Each Week of Your Local Merchants. They Always Serve You Best

IT WILL PAY YOU!

SIMPSON SALT WELL

3,445 FEET DEEP

Regina. Recent developments in the Simpson Oil company well, as miles northwest of Regina, and about two miles west of Simpson have resulted in giving to Saskatchewan the deepest salt well in the world, 3,445 feet deep, with a brine that comes out of it 98 per cent pure, and producing a salt with a saturation of 22 per cent. A small demonstration plant, installed in the well has produced some excellent salt.

In 1928 a company was organized to drill for oil in the Simpson field. Drilling started in the Simpson field.

Dr. A. W. Girvin

announces removal of office to 310 Odd Fellows Temple, Centre St. at Sixth Ave., Calgary.

CHASE & CO.
Funeral Home
3rd St., Strathmore
Phone 78.

DR. D. C. HAWORTH

DENTIST

Will be in Strathmore each Friday From 11 a.m. to 9 p.m.
Crown Lumber Building, PHONE 26

CALGARY OFFICE—
1011 HERALD BUILDING, Phone M2496

Fraser's TINSHOP

GET YOUR FURNACE OVERHAULED OR RENEWED BEFORE THE COLD WEATHER COMES

STOVE PIPES AND ELBOWS Open Saturday Nights

A. Fraser

RISDON'S MACHINE SHOP

STRATHMORE

GENERAL MACHINE WORK
GOOD EQUIPMENT

EXPERIENCE
RELIABILITY

AGENTS FOR COOKSHUTT, ALLIS CHALMERS, TWIN CITY AND MINNEAPOLIS LINES

PHONES

